

The AI Visibility Framework

Building a Digital Strategy That
Converts Every Guest



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Session Summary

About the speaker



Adam Hamadache is Founder of Formula Digital and a recognised expert in hotel digital marketing, AI visibility and search strategy.

He helps hospitality businesses understand how evolving search behaviour, AI-driven discovery and digital trust influence commercial performance.

3 Key Takeaways

1. Hotels no longer control their brand narrative. They influence how AI platforms interpret and present their brand.
2. Success in AI-driven search depends on understanding guest intent rather than simply targeting keywords.
3. The future belongs to organisations that combine the power of AI with human judgement and commercial expertise.

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THE AI VISIBILITY FRAMEWORK

Search behaviour is changing rapidly. Increasingly, guests are discovering hotels through AI-powered platforms that interpret, compare and recommend options on their behalf.

This shift means that visibility is no longer determined solely by search rankings. Instead, AI systems evaluate the consistency, quality and authority of a hotel's digital footprint.

Hotels must therefore focus on what Adam Hamadache described as "digital hygiene". This includes maintaining accurate information across all channels, owning critical digital assets and ensuring that the property's positioning is clear and distinctive.

At the same time, marketers must move beyond traditional keyword strategies. AI platforms are designed to understand intent. Hotels that clearly answer guest questions and demonstrate relevance are more likely to be recommended.

The most successful organisations will not rely exclusively on technology. Instead, they will combine AI's ability to analyse large volumes of data with human judgement, creativity and commercial expertise.



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TURNING INSIGHTS INTO ACTION

FOR REVENUE MANAGERS

- Ensure pricing and positioning support your property's unique value proposition.
- Monitor how your hotel is represented across digital channels.
- Collaborate closely with Sales and Marketing to strengthen visibility.

FOR MARKETING TEAMS

- Audit all digital channels for consistency and accuracy.
- Focus content around guest intent and customer questions.
- Avoid generic positioning that makes the property indistinguishable from competitors.

FOR COMMERCIAL LEADERS

- Take ownership of your digital footprint.
- Combine AI-driven insights with human expertise.
- Make visibility and discoverability part of your commercial strategy.

THE GUEST PERSPECTIVE

Guests are increasingly relying on AI to help them discover, compare and evaluate hotels. The businesses that are easiest for AI to understand will often be the easiest for guests to find

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THE AI VISIBILITY FRAMEWORK

 Digital Hygiene



 Search Intent



 Human + AI



 Visibility



 Conversion

WHY THIS FRAMEWORK MATTERS

AI systems reward clarity, consistency and relevance. Hotels that maintain strong digital foundations, understand guest intent and combine technology with human expertise are better positioned to increase visibility and conversion.

Success is no longer about ranking for a keyword. It is about becoming the most relevant answer to a guest's question.

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Continue the Conversation

"You no longer control
your brand identity.
You influence the
machine's
interpretation of it."

ADAM HAMADACHE

CEO & Founder Formula

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